

# PHOENIX APPRECIATES MODERN DENTAL METHODS

## Tremendous Growth in Past Year

Proves beyond all doubt that the people of Phoenix appreciate the benefits derived from Dr. Morrison's Sanitary Dental System.

Seldom in one year's time, does any business grow and assume the proportions that Dr. Morrison's office has in the past year. But he has kept pace with it all and represents today the highest development of the art. He has the finest equipped dental parlors in the Southwest. Has the best facilities for turning out work. Has the best laboratory. Best of all, he has thousands of pleased patrons.

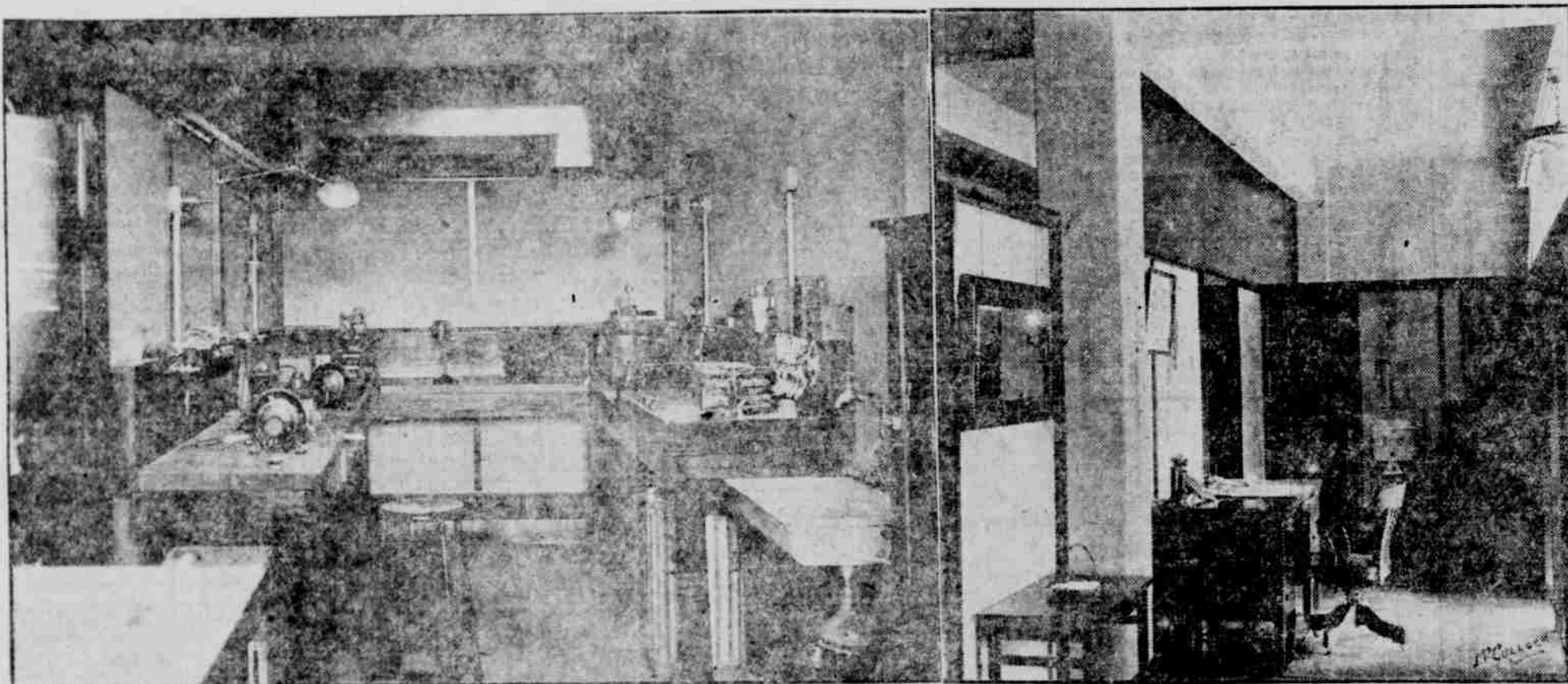
## Rapid Growth of Equipment of Dr. Morrison and Extensive Laboratory Facilities

Dr. Morrison opened his office one year ago with two dental chairs, which he attended to himself, and one nurse. So rapid has been the growth of his practice that he recently enlarged the office space, adding four chairs, increasing the size of the laboratory which gives him a total of six operating rooms, a laboratory room, reception room and large hallway connecting all the various departments.

The laboratory, which is probably the largest and most complete in the southwest, handles all the mechanical work, pertaining to dentistry.

There all the artificial dentures and bridge work are made and prepared for the mouth. No work, however intricate or unusual, is required to be sent out of the office for this department is able to handle it.

All the operating rooms face the street, making them airy and sunny. The appearance of the offices and reception room is attractive and they are comfortably furnished. Every consideration is shown the patients while waiting or when actually in the dental chairs. That sympathy is extended them which does much to lessen the aversion to visiting the dentist.



MECHANICAL LABORATORY

INNER OFFICE

## Better Dentistry For Less Money

LIFE TRAINING AND EXPERIENCE HAVE ENABLED DR. MORRISON TO GIVE THE BEST THERE IS IN DENTISTRY

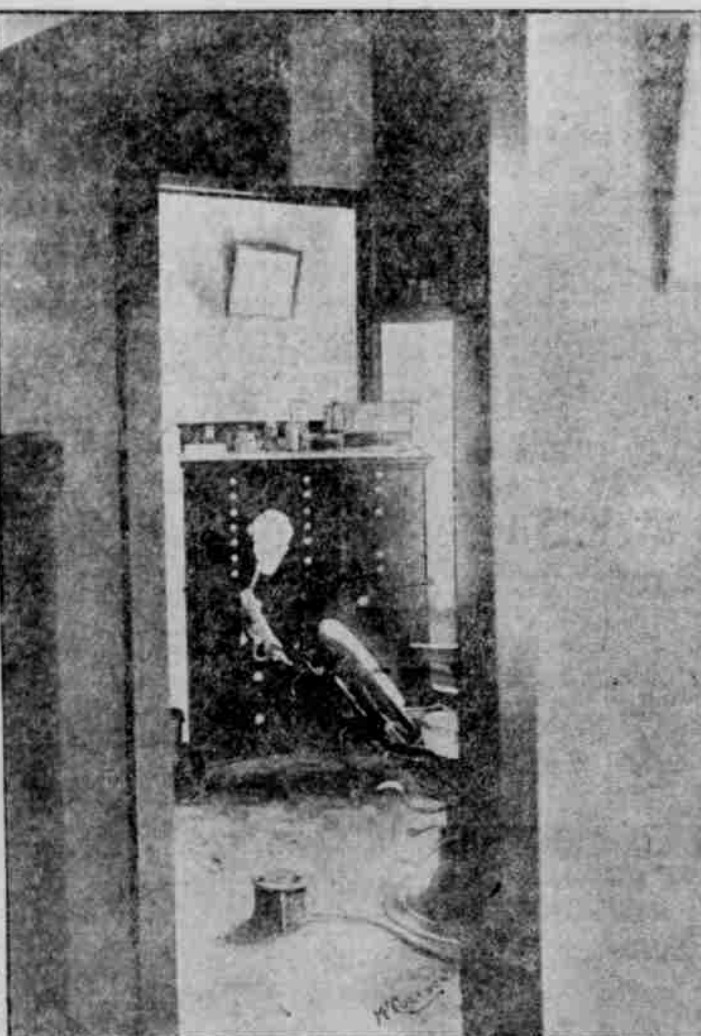
HE HOLDS HIGH HONORS AS A SO-CALLED ETHICAL DENTIST

The training and experience of Dr. Morrison have enabled him to give the people of Phoenix and the surrounding country a high standard of dentistry on a large scale. It has made available to many people the skill which long years of practice has given him, the organization of an expert dental staff, and the most scientific and complete dental equipment in the southwest.

By combining business methods with the latest scientific dental knowledge, he has been able to give better dentistry for less money, has attracted a large and satisfied clientele, and rendered a real service to the community. Dr. Morrison is a native of Dwight, Illinois. He graduated from the dental department of the University of Omaha in 1911 and entered practice in Nebraska. His ability became recognized by the dentists of Nebraska, and he was made secretary of the Nebraska Dental Society in 1915, and in 1917 was elected the president of that body.

Dr. Morrison after his graduation from college, never gave up the study of advanced dentistry. He took an active part in many of the clinical clubs that were organized in his state for post-graduate work. Later he became the secretary of the New Jersey Dental Society, and subsequently came to the state of Arizona, where he has been in active practice for the last three years.

Prior to his opening his present offices, Dr. Morrison had received every honor that can come to the so-called ethical dentist. When contemplating this move last March, he had the choice of patiently waiting for people to find him out as an ethical dentist and be satisfied with a limited practice, or advertising and give the public the benefit of his experience and training on a large scale.



DENTAL OPERATING ROOM

## Dr. Morrison Uses Scientific Sanitary System

There is probably no other phase of Dr. Morrison's work to which he has given more particular attention than sanitary precautions and methods. To the lay mind the term sanitary has been much abused, and has a significance of mere cleanliness.

In dentistry it implies much more, in fact, it is a method of practice following well prescribed lines. To begin with, every operator uses a double set of instruments, and while one set is in use the other is being thoroughly sterilized in an electric sterilizer, which is in plain view of the patients. This removes the danger of germ-carrying possibilities of unclean instruments.

Furthermore the very nature of the filling or bridge work is executed in such a manner as to enable sanitation.

If a filling or piece of bridge work is built up in such a way that the person is unable to wash or clean his teeth afterward, it is unsatisfactory, and the result is further decay, and after a short time more dental work.

Every mouth is examined and work performed with this end of sanitation in view, and the patient is assured that on leaving the office it is possible for him to keep his teeth clean, and not have nooks and crannies in the work which act as collecting places for dirt and germs.

Every consideration is shown, not only for the dental needs of the patient, but Dr. Morrison and his staff extend to his clients the sympathy and consideration which is a tendency to remove many of the disagreeable features of visiting a dentist.



36 E. Washington St. Phone 3389  
Above Goldberg's Clothing Store

Combining business methods with the latest scientific dental knowledge Dr. Morrison renders a real service to the public—Largely overcomes the prejudice against the advertising dentist—The ethics of advertising.

## Statements by Dr. Morrison

While I feel that I do not owe the public or the profession any apology for advertising, yet in view of the existing skepticism on that subject, it is well for me to review the principles that led me to advertise and thereby face the criticism of my brother dentists.

Prejudice is the last obstacle to a dentist's advertising. Standards change, evolve, improve. Modern conditions will compel a dentist with greater skill, better methods, more complete equipment to let the public know what it is to their advantage to know. A dentist's training, experience, skill and reputation are his stock in trade. Why should he not advertise them?

### BUSINESS ADVERTISES

Every individual who has a superior service to offer; every merchant who has something the public wants; every bank that desires to instill in the minds of the public the value of saving, should advertise, and in fact, find it necessary to advertise.

### GOVERNMENT ADVERTISES

Advertising is directed at mass thought. It has led to mass buying and it also leads hundreds into the dentist's office who would otherwise neglect their teeth. In so doing, it has a real ethical value, inasmuch as it tends to a higher standard of living. Can the ethical value of good advertising be compared with the ethical value of advertising prejudice?

### ETHICAL DENTISTS

Some dentists do not advertise because they say that it is not ethical. That merely depends on the point of view. At one time it was not ethical for the bank to advertise, but who thinks less of a bank now because it advertises?

### EVERYTHING ELSE BEING EQUAL

For illustration, take two dentists. One belongs to the old school. He does not advertise. In any way acquaint the public with himself or his profession. The other dentist advertises. He feels he can be of service and is frank enough to let the people know it. He knows that a little enlightenment on the profession of dentistry will not only improve his business but help others and encourage those who have poor teeth to seek the service of one.

"Everything else being equal," between these two men, their training, skill, reputation, integrity and fee, would you discriminate against one because he advertises? The chances are you would patronize the man who advertises just to reward him for his enterprise.

### VOLUME OF BUSINESS AND PRICE

It is a well known fact that a volume of business can be handled more economically than the occasional piece of work. This enables the advertising dentist to charge a more reasonable fee than the man who has to meet living and office expenses out of a limited number of patients.

### WHY I ADVERTISE

I am advertising because I want to talk to a large number of people and make new friends because I want you to bring your dental trouble to me, and finally because I think it ethical, for the results have proven it so. The best proof that a man is telling the truth about his profession and himself is that the confidence of the public, which has tried him out, has not diminished by time.

## Organization of Assistants Composed of Expert, Efficient Dentists and Competent Nurses

During the past year, Dr. Morrison's practice has grown to such an extent that in order to maintain the high standard of service he has rendered the public, he was obliged to add to his office a complete staff of assistants, two graduate dentists, an experienced laboratory man and several nurses.

Only registered dentists of long experience and thorough training in the latest dental methods are allowed to aid the Doctor in his practice.

In charge of the laboratory and mechanical work is a man of ten years' experience, while assisting the dentists are three competent nurses. It is their duty to facilitate the work of the dentists in every way possible and care for the comfort of the patients.

Encouraged by the public appreciation of the service he has rendered, and knowing that the volume of patronage is no longer a conjecture, but a tremendous fact, Dr. Morrison assures the people of Phoenix, that whenever necessary to the comfort and convenience of his patrons he will increase his facilities, so that in the future he will, as always maintain the high standard of service which has made it possible to build, on a solid foundation, the largest Dental Practice and the most completely and finest equipped Dental offices in the southwest.



RECEPTION ROOM